

# RR DONNELLEY MAILBOX

January 2007

## New Year, New Name!

As you are probably aware, Banta Corporation was purchased by RR Donnelley on January 9, 2007. We are very proud and excited to be part of the RR Donnelley family. From a distribution standpoint, our customers will soon have access to RR Donnelley Logistics, which offers a wide array of distribution solutions. We are currently in the process of integrating our processes and procedures with those of our new owners, and we will keep you posted of these new distribution options as they become available. RR Donnelley Logistics delivers over 8 billion pounds of printed materials annually, including direct mail, magazines, catalogs, books, newspaper inserts and newsstand magazine shipments. Services include postal affairs, co-mail, co-palletization, list processing, dynamic drop ship mail entry, international mail and bulk shipment services, print fulfillment and distribution, expedited services, and tracking and tracing services. We will highlight in more detail these various services in future issues.

As part of the integration, we plan to continue to offer this monthly newsletter, which you know better as Banta Mailbox. Although it has now been renamed RR Donnelley Mailbox, it will contain the same pertinent information in lay terms as it always has. In addition, you now have available the additional resource of the monthly Logistics Update newsletter from RR Donnelley Logistics.

Welcome to the newly named, newly designed RR Donnelley Mailbox. We hope you enjoy it.

### In This Issue:

Page 1 • New Year, New Name!

Page 2 • ISSN is in!

Page 3 • Major Changes to International Postage Rates and Services

Page 4 • New Year's Resolutions

Page 4 • Don't Forget DPV!

**RR Donnelley  
Logistics delivers  
over 8 billion  
pounds of printed  
materials annually.**



# ISSN is in!

OK, so it's in, but what IS it? [ISSN](#) is the acronym for International Standard Serial Number. It is a unique identification number assigned by the [Library of Congress](#). The number is used to identify items that are published serially, such as newspapers and magazines. The ISSN is a numeric code consisting of the preface "ISSN" followed by two four-digit numeric codes separated by a hyphen (e.g. ISSN 1234-5678).

The ISSN code is linked to the "key title" which includes the publication title and other qualifying elements to accurately describe the title and distinguish it from other similarly named titles. For this reason, whenever there is a significant change in the publication title, a new ISSN number must be assigned.

If a publication is published using multiple mediums, such as print and digital, a different ISSN number must be assigned for each medium. Each ISSN is registered in a centralized database known as the ISSN Register.

There is no charge to apply for an ISSN

**ISSN provides a useful and economical method of communication between publishers and suppliers, making trade distribution systems faster and more efficient.**

number. In the US, publishers should contact the [Library of Congress](#) to apply for an ISSN number. Some of the benefits of using an ISSN:

1. ISSN provides a useful and economical method of communication between publishers and suppliers, making trade distribution systems faster and more efficient.
2. The ISSN results in accurate citing of serials by scholars, researchers, abstracters, and librarians.
3. As a standard numeric identification code, the ISSN is eminently suitable for computer use in fulfilling the need for file update and linkage, retrieval, and transmittal of data.
4. ISSN is used in libraries for identifying titles, ordering and checking in, and claiming serials.
5. ISSN simplifies interlibrary loan systems and union catalog reporting and listing.
6. The U.S. Postal Service uses the ISSN to regulate certain publications mailed at periodicals rates.
7. The ISSN is an integral component of the journal article citation used to monitor payments to the Copyright Clearance Center Inc.
8. All ISSN registrations are maintained in an international database and are made available in the [ISSN Register](#) online.

Publishers often ask if an ISSN number is required for magazines for postal purposes. The USPS does not require that magazines be assigned an ISSN number. However, if the magazine mails at Periodicals rates and does have an ISSN number assigned, then it **MUST** appear in the identification statement inside the magazine, along with the USPS number.

# Major Changes to International Postage Rates and Services

The USPS is planning to make some major changes to their current international mail service offerings. These changes will have a tremendous impact on our clients who currently mail their magazines and catalogs through the USPS to international destinations.

The USPS is planning to eliminate the current Publishers Periodicals rates for international copies. [Publishers Periodicals](#) is currently used by magazines that qualify at Periodicals rates for domestic copies. They intend to replace this service with their International Surface Airlift (ISAL) service. Unfortunately, the ISAL service is fairly cumbersome to use and requires a 50 pound minimum per shipment.

For publishers who use the [Economy Letter Post](#) or [Airmail Letter Post](#) services currently, those will be replaced with a service called First-Class Mail International. This service will involve a 4 to 7 day delivery service.

The USPS is also simplifying its current Global Express and Global Priority and Parcel Post services. These will be replaced with Global Express Guaranteed service (1-3 days delivery), Express Mail International service (3-5 day delivery), and Priority Mail International service (5-8 day delivery).

While these proposals definitely simplify the USPS international offerings, they also essentially eliminate any cost-effective, slower delivery alternatives for international mailings. What this means for publishers is a huge postage increase for their international copies, in some cases up to 400%!

If you are currently using the USPS to mail your international copies, we suggest that you make plans to change this method of mailing as soon as possible. Certainly you will want to make the change prior to the rate increase, which is tentatively scheduled for May 6, 2007. We have several suggestions to consider when planning this change:

- Consider a remailer for your international copies. Under our new ownership, we are pleased to offer international mailing options through RR Donnelley Logistics. For more information regarding our international mail program, contact Julie Aitken, Manager of International Mail, RR Donnelley Logistics, at [Julie.aitken@rrd.com](mailto:Julie.aitken@rrd.com) or 630.226.6265.
- Convert your international subscriptions from print to digital. Our [DigiMag](#) services allow you to offer your printed magazines in digital format, which is perfect for international distribution.

For more detailed information on these changes, consult the [Federal Register](#) notice published on December 20, 2006.



## RR DONNELLEY

As a customer, you are encouraged to direct all of your communications to your plant Account Manager. However, there may be occasions when you may need to contact someone in the distribution areas directly. To facilitate this, the following is a list of contacts:

### Publications Facilities

*Director, Mailing & Distribution Services*  
Monica Lundquist  
816-792-6370 Phone  
816-792-3112 Fax  
[mlundquist@banta.com](mailto:mlundquist@banta.com)

*List Services Team Leader*  
Sam Mason  
816-792-6437 Phone  
816-792-3112 Fax  
[smason@banta.com](mailto:smason@banta.com)

### Long Prairie, MN plant

*Distribution Manager*  
Al Lemke  
320-732-7946 Phone  
320-732-7976 Fax  
[alemke@banta.com](mailto:alemke@banta.com)

*Distribution Supervisor*  
Jane Zirbes  
320-732-7969 Phone  
320-732-7976 Fax  
[jjirbes@banta.com](mailto:jjirbes@banta.com)

### Liberty, MO plant

*Distribution Manager*  
Chris Ferguson  
816-415-6636 Phone  
816-792-2031 Fax  
[cferguson2@banta.com](mailto:cferguson2@banta.com)

*Mailing Coordinator*  
Bobbie Hill  
816-792-5300  
ext 6376 Phone  
816-792-2031 Fax  
[bhill@banta.com](mailto:bhill@banta.com)

*Shipping Manager*  
Steve Bieri  
816-792-6363 Phone  
816-792-6480 Fax  
[sbieri@banta.com](mailto:sbieri@banta.com)

### Greenfield, OH plant

*Distribution Manager*  
Don Anglin  
937-981-6367 Phone  
937-981-5032 Fax  
[danglin@banta.com](mailto:danglin@banta.com)

### Bolingbrook, IL comail facility Manager

Al Bourgeois  
630-378-2160 phone  
630-378-2153 fax  
[abourgeois@banta.com](mailto:abourgeois@banta.com)

# New Year's Resolutions

Remember back in September when you were frantically trying to pull together all your circulation information to complete your Statement of Ownership form? In case you have buried these memories, the [Statement of Ownership \(Form 3526\)](#) is required to be filed with the USPS for all magazines mailing at Periodicals rates, and must be filed annually by October 1.

If you resolved last September not to repeat the painful process of searching for circulation data again in 2007, we can help. We have available an Excel workbook that may be used to help you keep track of your circulation data for each issue during the year. That way, when September rolls around and you

are ready to submit your Form 3526, you'll have your information at your fingertips.

The workbook consists of two tabs that represent the two pages of the form itself, followed by a data tab, which is where you may input your circulation data. The information from the data tab is then automatically inserted into the form tabs. The workbook is designed to accommodate a monthly publication, so you may need to make some adjustments if your publishing frequency is other than monthly. If you are interested in this valuable tool, please contact your List Services account representative, your plant account manager, or your printing plant distribution manager.

## Don't Forget DPV!

As we have mentioned in the past several issues, the USPS is making a major change to the requirements for qualifying for automation (barcode) discounts, effective August 1, 2007. In the past, it has been sufficient for addresses to be coded with a ZIP + 4 code to be eligible for the automation discounts. When August rolls around, that will no longer be the case. At that point, addresses will also need to be processed through [Delivery Point Validation \(DPV\)](#) software to insure that they are valid delivery points. Although the change is not effective until August, you can't wait until then to act. You need to be working with your list processor, database manager, and/or fulfillment company to DPV process your mailing lists NOW. This is important because addresses may not be valid delivery points even if they are currently coded with a ZIP + 4 and

even if you have been mailing to these addresses for years. It is important to start this process now so that you have time to make corrections to the addresses that cannot be validated. This correction process can take some time, and any addresses not validated after August 1 will not be eligible for the automation discounts. This can make your postage go up; estimates are as much as 5%!

RR Donnelley List Services offers DPV processing if your database manager or fulfillment company does not. The DPV processing is done as part of NCOA (National Change of Address) processing. If you are interested in this service, please contact your RR Donnelley sales representative, plant client account manager, or List Services account representative.